

Author	Title	Annotation	Keywords
<p>MARINA N. MISHUNKIN ALEXANDER V. SOKOLOV</p> <p>M. N. Mishunkina, Associate Professor of the Department of Mass Communications and Media Business, Financial University under the Government of the Russian Federation, 1st Deputy General Director of JSC “Arguments and Facts”, Deputy Chairman of the Public Council under the Federal Forest Agency.</p> <p>A. V. Sokolov, 1st Deputy Editor-in-Chief of the newspaper “Trud”, member of the Board of the Union of Printing Industry Enterprises (SPPI GIPP), applicant of Department of television and radio</p>	<p>CRITERIA FOR RELIABLE IDENTIFICATION OF MEDIA COMMUNICATIONS TEXTS GENERATED BY ARTIFICIAL INTELLIGENCE</p>	<p>This article presents the results of a study in which the authors attempted to identify common criteria for reliable identification of media communications and journalism texts generated by artificial intelligence (AI). The research included formulating queries for natural language generation (NLG) models and analyzing the responses to determine specific characteristics of AI-generated texts. By comparing the results with the principles underlying commercial applications for AI detection in texts, key features such as text repetition, use of specific words, and consistency in style and tone were confirmed. The authors’ analysis of current AI research shows that the average user only identifies AI in media and journalism texts in 52% of cases. In contrast, the use of reverse generative models proved to be an unreliable method for AI detection, as advancements in NLG models can hinder AI identification. The further expansion of this research involves extensive testing of commercial AI detectors on generated texts to obtain more comprehensive and objective assessments of AI detection capabilities in media texts.</p>	<p>Keywords: media communications, journalism, NLG models, artificial intelligence</p>

<p>broadcasting of the “Academy of Media Industry”. 127521, Moscow, Oktyabrskaya str., 105, bldg. 2.</p>			
<p>ALEXANDER M. TSYGANENKO</p> <p>A. M. Tsyganenko — Candidate of Technical Sciences, Professor, Director of the Print Media Industry Center “Academy of Media Industry”. 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2.</p>	<p>SERIES OF SEMINARS “PUBLISHING POLYGRAPHY OF RUSSIA: TRENDS AND PROSPECTS OF DEVELOPMENT”</p>	<p>. The publication of printed books, newspapers and magazines retains its importance in the life of modern society. The production of printed products is constantly being transformed. The Academy of Media Industry held a series of seminars “Publishing printing in Russia: trends and prospects of development” on May 16–17, 2023. The article presents a summary of the reports made at a series of seminars by representatives of publishing houses, printing companies, suppliers of equipment and materials, educational institutions.</p>	<p>Keywords: printing production, publishing printing, books, newspapers, magazines, equipment, consumables, personnel of the printing industry</p>
<p>VIKTOR A. LEVCHENKO</p> <p>V. A. Levchenko Executive Director of the Joint-Stock Company “T8 Publishing Technologies</p>	<p>PROSPECTS FOR THE DEVELOPMENT OF SMALL-SCALE DIGITAL PRINTING AND ON-DEMAND TECHNOLOGY IN BOOK PUBLISHING ADVANTAGES, CHALLENGES AND GROWTH FACTORS</p>	<p>. To date, low-circulation printing in Russian book publishing is almost the only segment that demonstrates steady growth. Whether this growth will continue in the future, what factors influence it, what risks and problems exist in this market segment is the subject of consideration in this article.</p>	<p>Keywords: digital printing, print-on-demand, small-print books</p>

<p>POLINA G. LOGUINOVA PhD in linguistics, Senior Lecturer, Moscow State University, School of World Politics, international communication department, French language teacher and the disciplines “History and culture of France”.</p>	<p>RHETORICAL AND STYLISTIC ACTUALIZATION OF MARINE LE PEN’S VERBAL POLITICAL MEDIA COMMUNICATION THROUGH THE PRISM OF POLITICAL MEDIA RHETORIC</p>	<p>The paper envisages the peculiarities of political mediacommunication as well as specifics and functions of rhetoric figures of speech and cognitive language units in contemporary French medialandscape by the example of the verbal political behavior of one of the leaders of the French right wing, candidate for the French Presidency in the year 2022 Marine Le Pen. By the example of the language units extracted from one of the most outstanding speeches made by the politician in the city of Reims in the year 2022 on the eve of the French presidential elections it is determined that diverse rhetoric figures such as personification, anaphors, metaphors, expressive epithets, irony as well as storytelling including the specifics of usage of first person pronoun “je” applied by Marine Le Pen could promote the respective ideology of the right wing politician lately being extremely popular in France and abroad.</p>	<p>Keywords: French political discourse, political medialandscape, political mediarhetoric, meta- phor, cognitive language units, Marine Le Pen</p>
<p>ALEXANDER A. KALMYKOV Doctor of Philology, Candidate of Pedagogical Sciences, Professor of the Department of Print Media and New Media “Academy of Media Industry”. 127521, Moscow, Oktyabrskaya str., 105, bldg. 2.</p>	<p>MEDIA EDUCATION — INOCULATION FROM THE TOTALIZING DISCOURSE OF MEDIA</p>	<p>The paper discusses the role of media education in the era of increasing information and communication impact on the audience, in particular, the involvement in the totalitarian discourse described. It is shown that media education in the early stages can help reduce the negative consequences of this.</p>	

<p>VALERY I. STOLYAKOV Candidate of Technical Sciences, Professor of the Department of “Polygraphic Systems” of Moscow Polytechnic University.</p>	<p>CONDITIONAL ASSESSMENT OF HUMAN INTELLIGENCE</p>	<p>Thanks to creativity, humanity has created a comfortable living environment over the millennia, which continues to develop successfully. Greek mythology and the history of philosophy have developed ethical standards and fundamental categories of being, allowing us to understand creativity as the history of man’s creation of his world, the world of beauty and harmony. Attempts to evaluate and understand the creative process were made in ancient times. IQ is an indirect assessment of a person’s mental process, which is determined during testing. The emotionality coefficient EQ (Emotional Quotient), the concept of which was introduced and defined by psychologist Daniel Goleman, as well as IQ are now accepted in scientific circulation.</p>	<p>Keywords: creativity, emotions, IQ and EQ coefficients</p>
<p>EKATERINA M. ALTAYSKAYA Postgraduate student, “Academy of Media Industry”. 127521, Moscow, Oktyabrskaya str., 105, bldg. 2.</p>	<p>MAIN FEATURES OF THE REPRESENTATION OF PHARMACY ORGANIZATIONS IN MODERN PRINT MEDIA AND ONLINE PUBLICATIONS</p>	<p>The article analyzes the key features of the description of pharmacy organizations in print media and online publications of the beginning of the XXI century, as well as the main components of the media image of a modern pharmacy and their possible impact on the readership.</p>	<p>Keywords: media image, print media, online publications, pharmacy organization, pharmacist, chemist, educational approach</p>

<p>VLADIMIR V. TULUPOV, Doctor of Philology, Professor, Dean of the Faculty of Journalism, Head of the Department of Public Relations, Advertising and Design of Voronezh State University.</p>	<p>INFORMATION WARFARE IN THE POST-TRUTH ERA</p>	<p>. The article is devoted to the peculiarities of modern information warfare, its methods and techniques. Special attention is paid to manipulation techniques, the use of fakes in the media war. In working with the audience, a long-term media education program is offered.</p>	<p>Keywords: information war, post-truth, fake, deepfake, political information, manipulation techniques, media education</p>
<p>VLADIMIR V. KRAVTSOV Doctor of Philology, Associate Professor, Professor of the Department of Press and New Media “Academy of Media Industry”, Professor of the Department of Public Relations and Media Policy of the IGSU RANEPa under the President of the Russian Federation, Associate Professor of the Department of International Communication, Faculty of World Politics, Lomonosov Moscow State University, Member of the Union of Journalists of Russia. 127521, Moscow, Oktyabrskaya str., 105, bldg. 2.</p>	<p>TECHNOLOGIES FOR PROMOTING PERSONAL BRANDS IN SOCIAL NETWORKS</p>	<p>The article discusses the specifics of personal brand promotion in social networks. The paper proves that the involvement of users in the process of interacting with the brand is of key importance. Justifications are given for the fact that the reactions of the audience in social media are always expressed in comments on forums, transitions and clicks on the topic of interest.</p>	<p>Keywords: social media, social networks, Internet, content, personal brand</p>

<p>DMITRY A. ARSENTIEV Associate Professor of the Department of Informatics and Information Technologies, Moscow Polytechnic University.</p>	<p>THE USE OF CLOUD SERVICES AND SOLUTIONS IN PUBLISHING AND PRINTING IN THE PRODUCTION OF PRINTED PRODUCTS</p>	<p>Today, cloud solutions are an integral part of the life of an ordinary person. They are gradually replacing classic applications. It is worth noting that their opportunities are growing every year. And gradually they conquer such a peculiar niche as publishing and printing.</p>	<p>Keywords: cloud solutions, printing, Web-to- print, publishing</p>
<p>VALERY I. STOLYAKOV VYACHESLAV N. RUMYANTSEV</p> <p>V. I. Stolyakov, Candidate of Technical Sciences, Professor of the Department of “Polygraphic Systems” of Moscow Polytechnic University.</p> <p>V. N. Rumyantsev, Candidate of Technical Sciences, Senior Resear- cher, Deputy Director General for</p>	<p>ARTIFICIAL INTELLIGENCE AND MODERN TYPOGRAPHY</p>	<p>. At the initial stage of creating printing equipment, when working on it, it was necessary to perform a large number of manual operations. With the development of equipment, the number of operations increased, the execution of which was transferred to various mechanisms. With the development of computer technology, the functions of work planning and partly management and maintenance have remained with a person. Apparently, the time is not far off when artificial intelligence (AI) will take over these functions.</p>	<p>Keywords: printing house, printing press, printing machine, print quality, Gutenberg, mechanisms, automation, digital technologies, artificial intelligence, tools, information and computing system</p>

Scientific Work of JSC “NIIpoligrafmash			
VALENTINA V. VARAVVA Candidate of Philological Sciences, Deputy head of the postgraduate course of the Academy of Media Industry, editor of the newspaper “Gulf of the East”, Nakhodka, Primorsky Region. 127521, Moscow, Oktyabrskaya str., 105, bldg. 2.	THE BOOK WAS PUBLISHED: “IF THE MOTHERLAND IS IN DANGER, THEN, EVERYONE GO TO THE FRONT”: MILITARY JOURNALISM”	. The socio-political situation in the world, the political, economic and military consolidation of European countries under the leadership of the United States against Russia, including an information fake attack that destructively affects Russian citizens, actualize the activities of military journalists in “hot spots”, zones of interstate conflicts. The author of the article used methods of description, analysis and generalization and came to the conclusion that the publication of the collection is timely and has cultural and historical significance for Russian journalism.	Keywords: military journalists, military officers, war, military conflicts, patriotism